

Front Line Defense



What is Your Strategy?

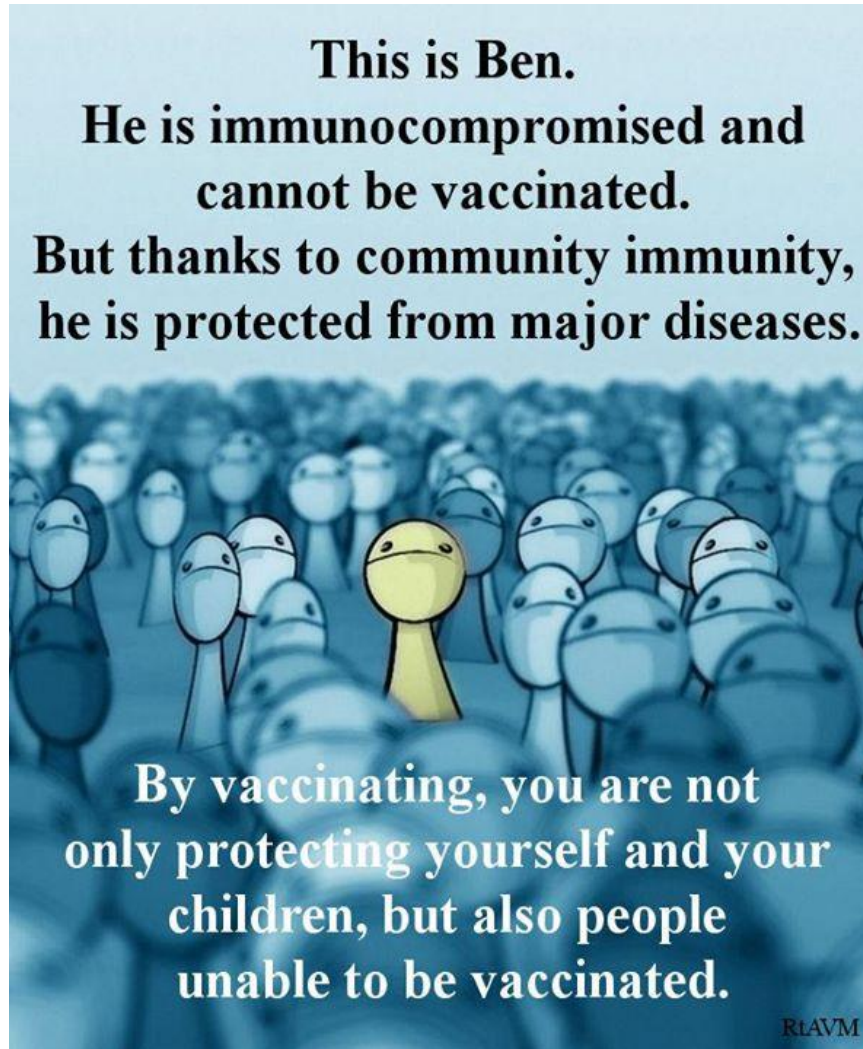
Gail Hock, MS, RN, PHCNS-c

Program Manager – Community Partnerships

Objectives

- Describe the four strategic directions of the National Prevention Strategy
- Demonstrate how “Best Practices” in immunization delivery support the National Prevention Strategy and the Affordable Care Act
- Apply one new “Best Practice” to sustain or improve optimum immunization delivery in a clinical setting.

Before We Begin



Affordable Care Act




National Prevention Strategy



Historical Defense Strategies

No mother is complacent
when she knows...




“Risk of encephalitis
following measles infection
is one per thousand cases.”*

Measles is a preventable disease.
Ask your physician about
measles vaccination for your child.

Attenuvax
Product of
Merck Sharp & Dohme
Labs, a Division of
Merck & Co., Inc.

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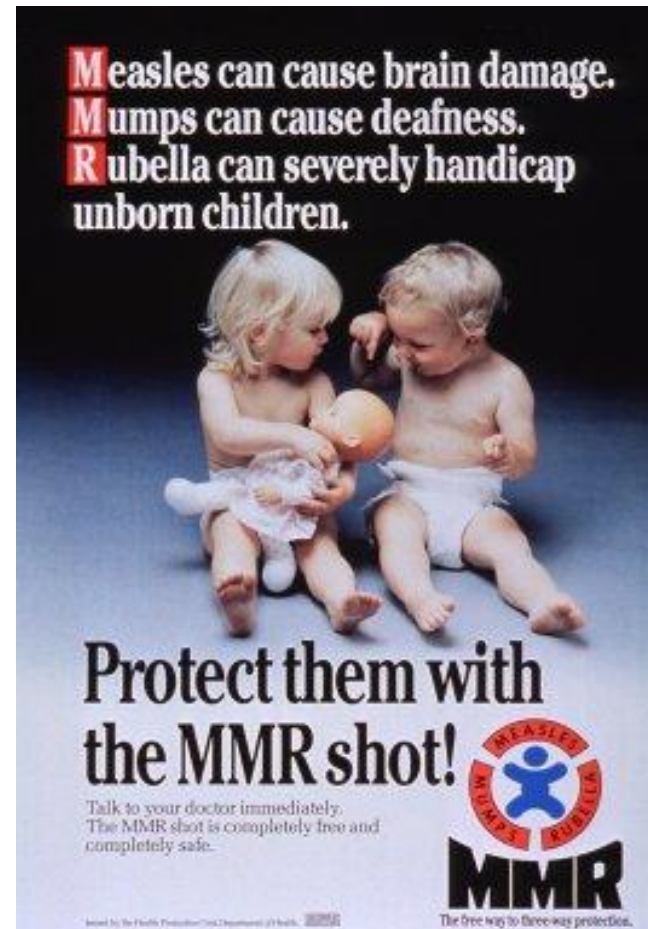
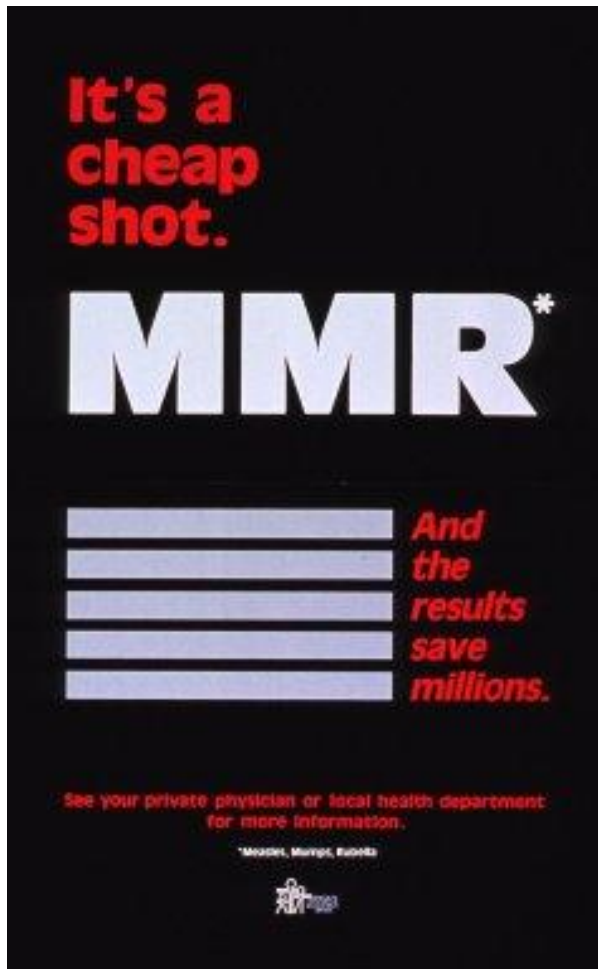


*Keep Measles
A Memory -
Immunize!*

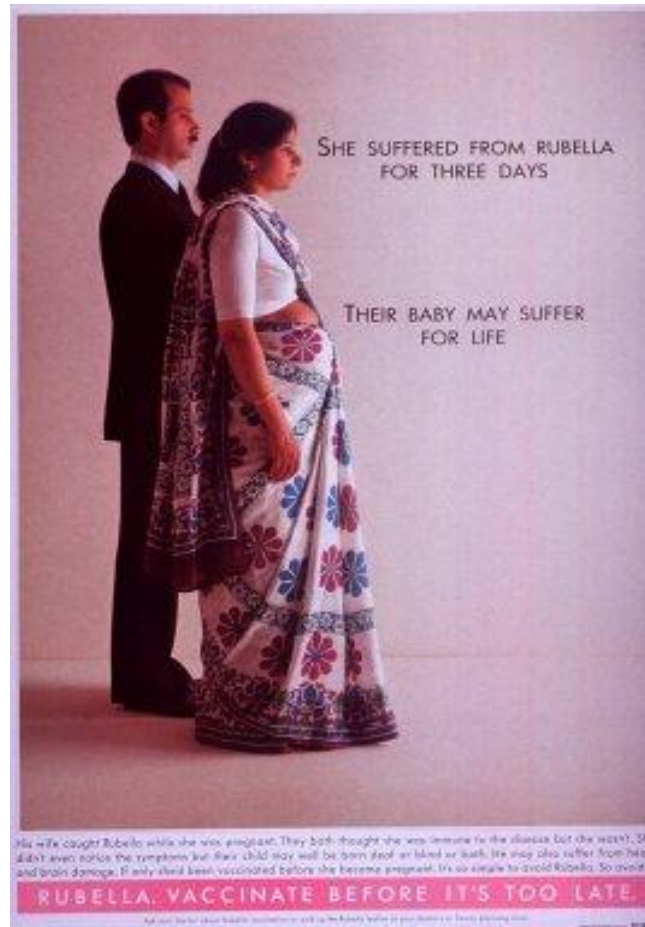
For more information, contact:

THE DEPARTMENT OF HEALTH AND HUMAN SERVICES, PUBLIC HEALTH SERVICE, DIVISION OF FIELD EPIDEMIOLOGY AND PREVENTION, 1600 CLAYTON ROAD, ALBUQUERQUE, NEW MEXICO 87106

Historical Defense Strategies



Historical Defense Strategies



Why...Why Didn't We Listen?

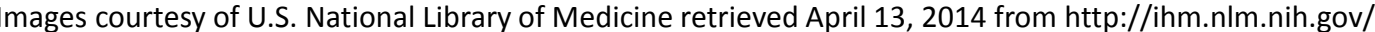
Effective as it is, polio vaccine helps only when used.

Polio virus is still widespread.

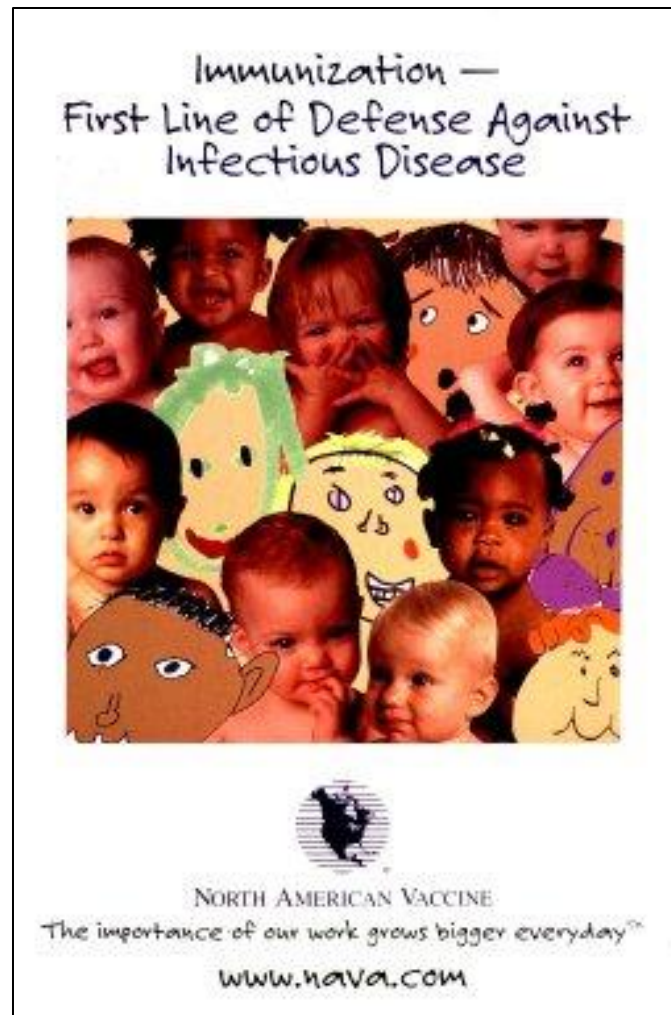
Don't wait until it's too late. Arrange now for immunization.

Your pharmacist  works for better community health.

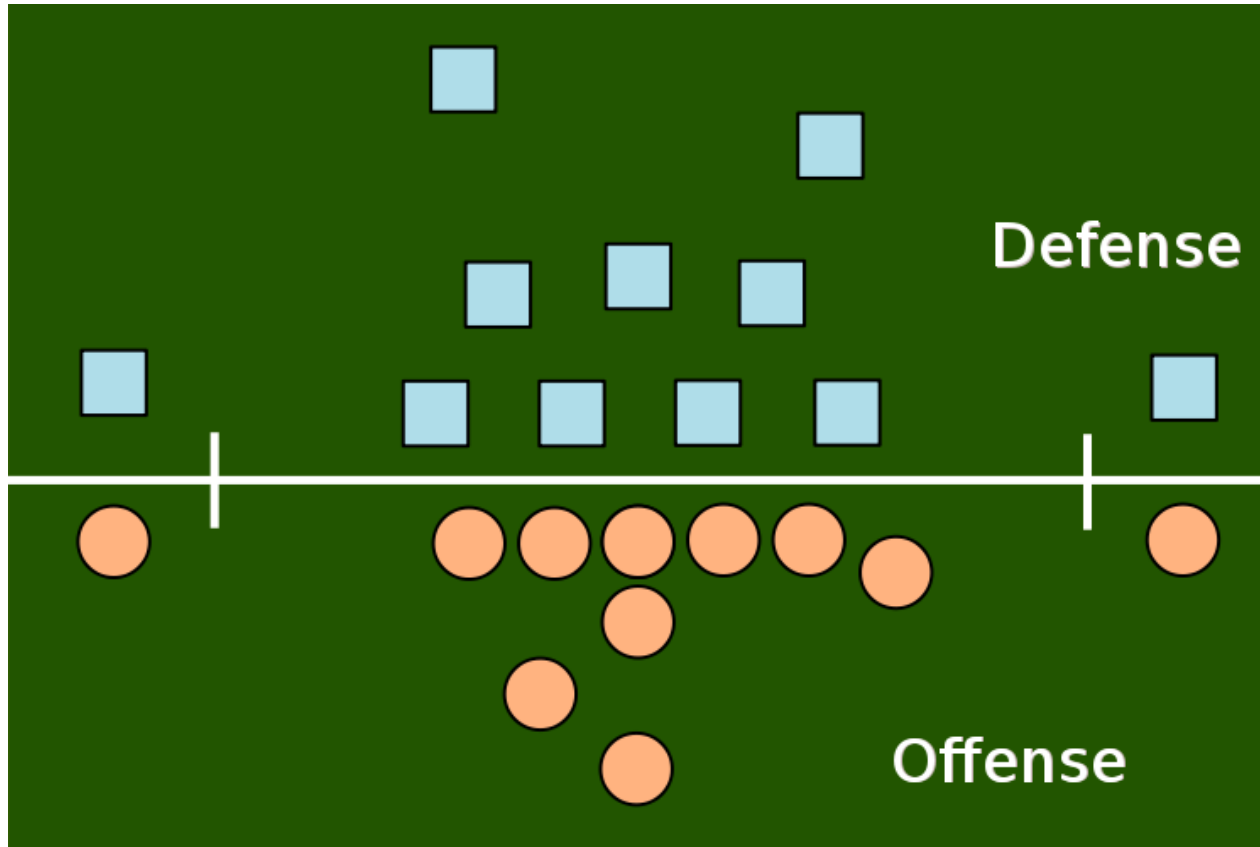




Historical Defense Strategies



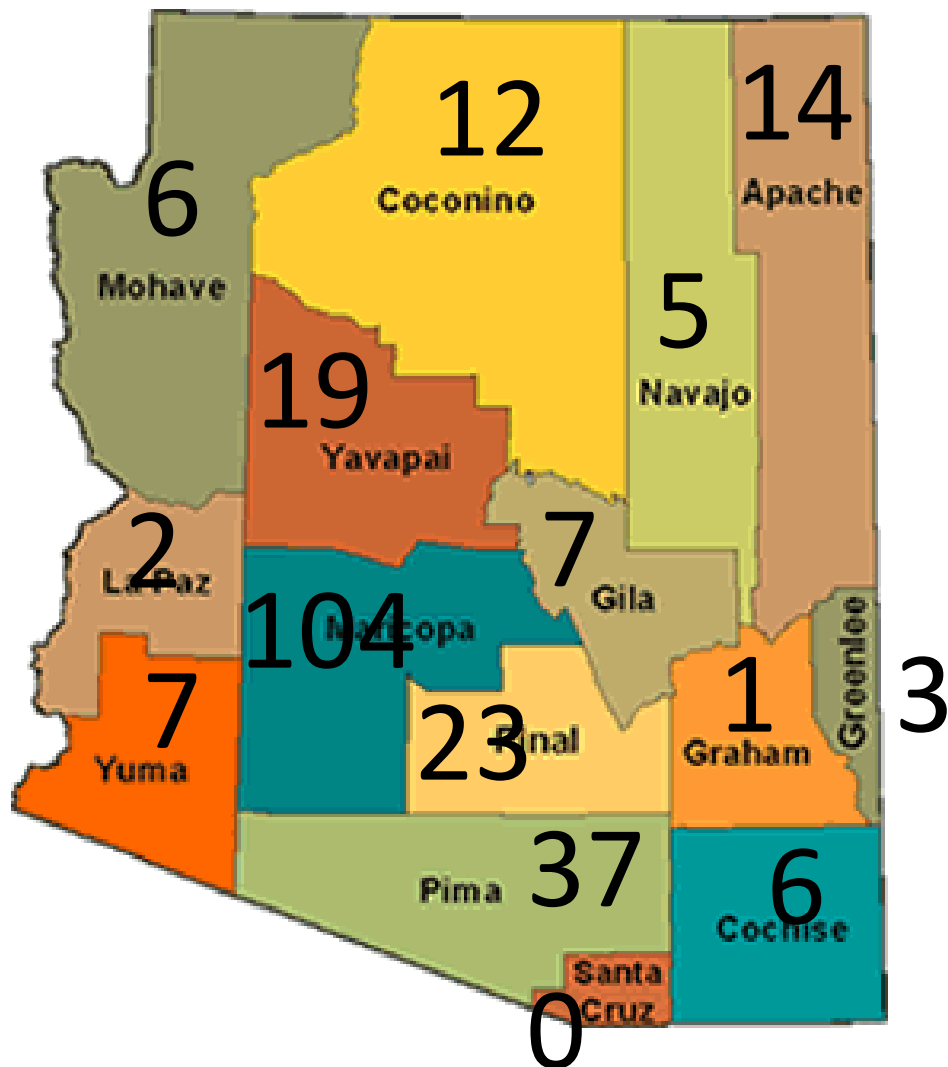
Front Line Defense



←
Prevention

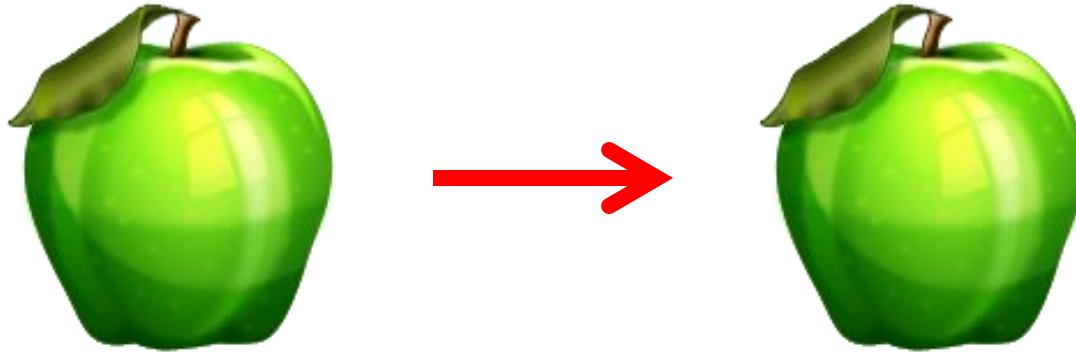
←
Disease

Shift To a Population Perspective



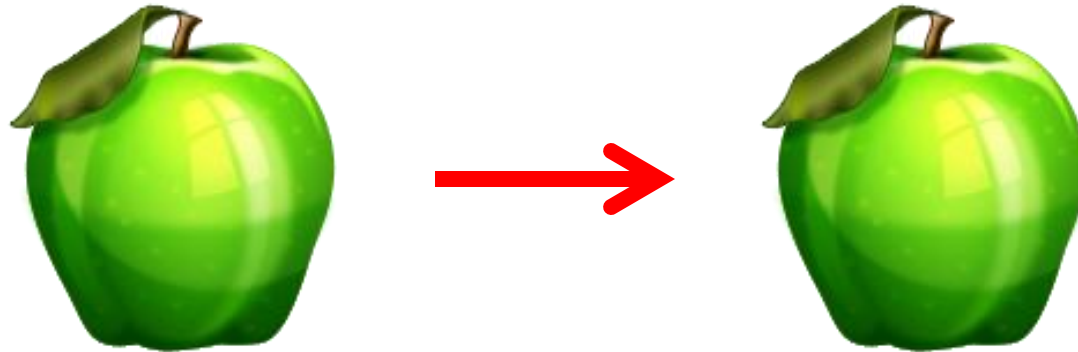
- 1) Maricopa – 104
- 2) Pima – 37
- 3) Pinal – 23
- 4) Yavapai – 19
- 5) Apache – 14
- 6) Coconino – 12
- 7) Gila – 7
- 8) Yuma – 7
- 9) Cochise - 6
- 10) Mohave – 6
- 11) Navajo – 5
- 12) Greenlee – 3
- 13) La Paz – 2
- 14) Graham – 1
- 15) Santa Cruz - 0

Broader Perspective



$$\frac{\text{Number of Attendees from County}}{\text{Population of County}} = \frac{X}{100,000}$$

Broader Perspective

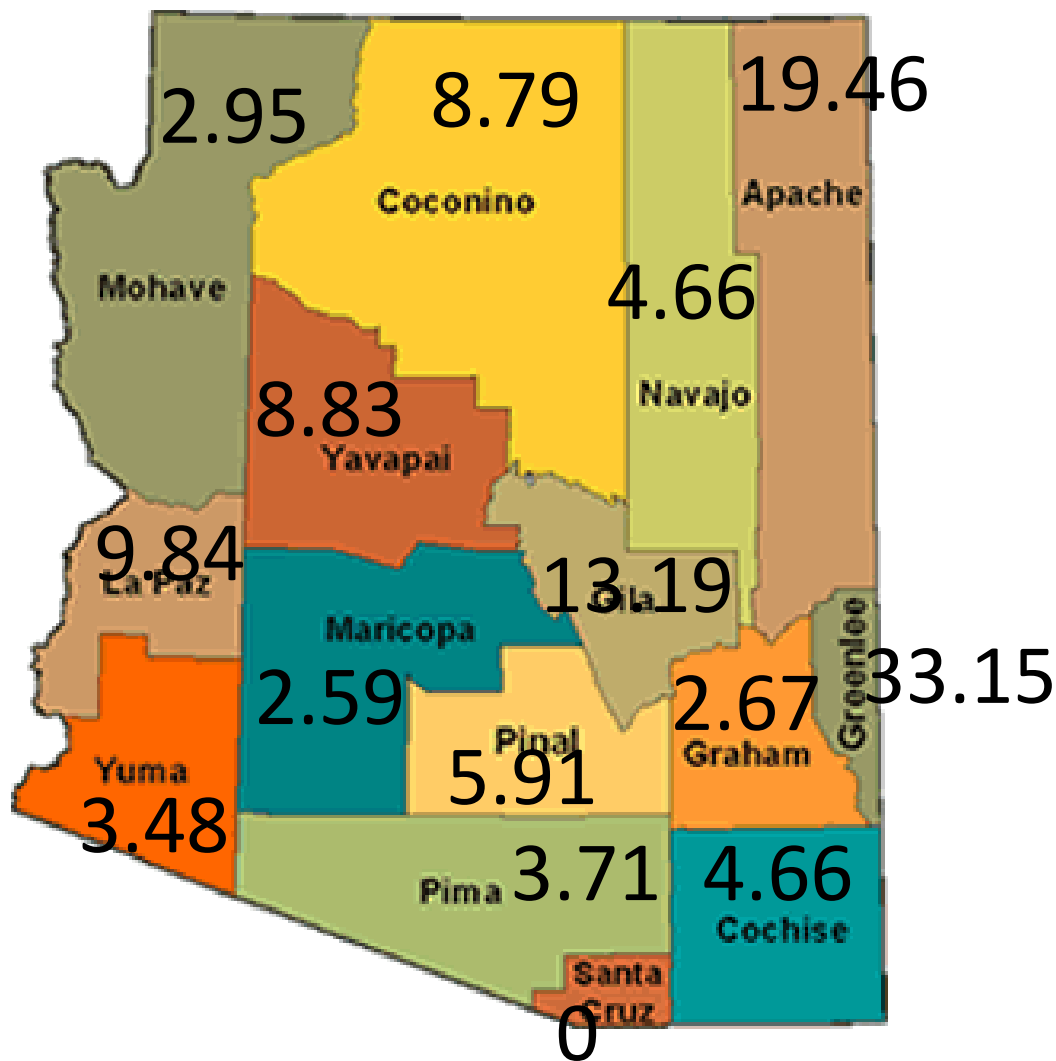


$$(\text{Number of Attendees from County}) (100,000) = (\text{Population of County}) (x)$$

Solve for 'x'

$$\frac{(\text{Number of Attendees from County}) (100,000)}{(\text{Population of County})} = x$$

Shift To a Population Perspective



- 1) Greenlee – 33.15
- 2) Apache – 19.46
- 3) Gila – 13.19
- 4) La Paz – 9.84
- 5) Yavapai – 8.83
- 6) Coconino – 8.79
- 7) Pinal – 5.91
- 8) Cochise – 4.66
- 9) Navajo – 4.66
- 10) Pima – 3.71
- 11) Yuma – 3.48
- 12) Mohave – 2.95
- 13) Graham – 2.67
- 14) Maricopa – 2.59
- 15) Santa Cruz - 0

Even the Playing Field

Number attending

- 1) Maricopa – 104
- 2) Pima – 37
- 3) Pinal – 23
- 4) Yavapai – 19
- 5) Apache – 14
- 6) Coconino – 12
- 7) Gila – 7
- 8) Yuma – 7
- 9) Cochise - 6
- 10) Mohave – 6
- 11) Navajo – 5
- 12) Greenlee – 3
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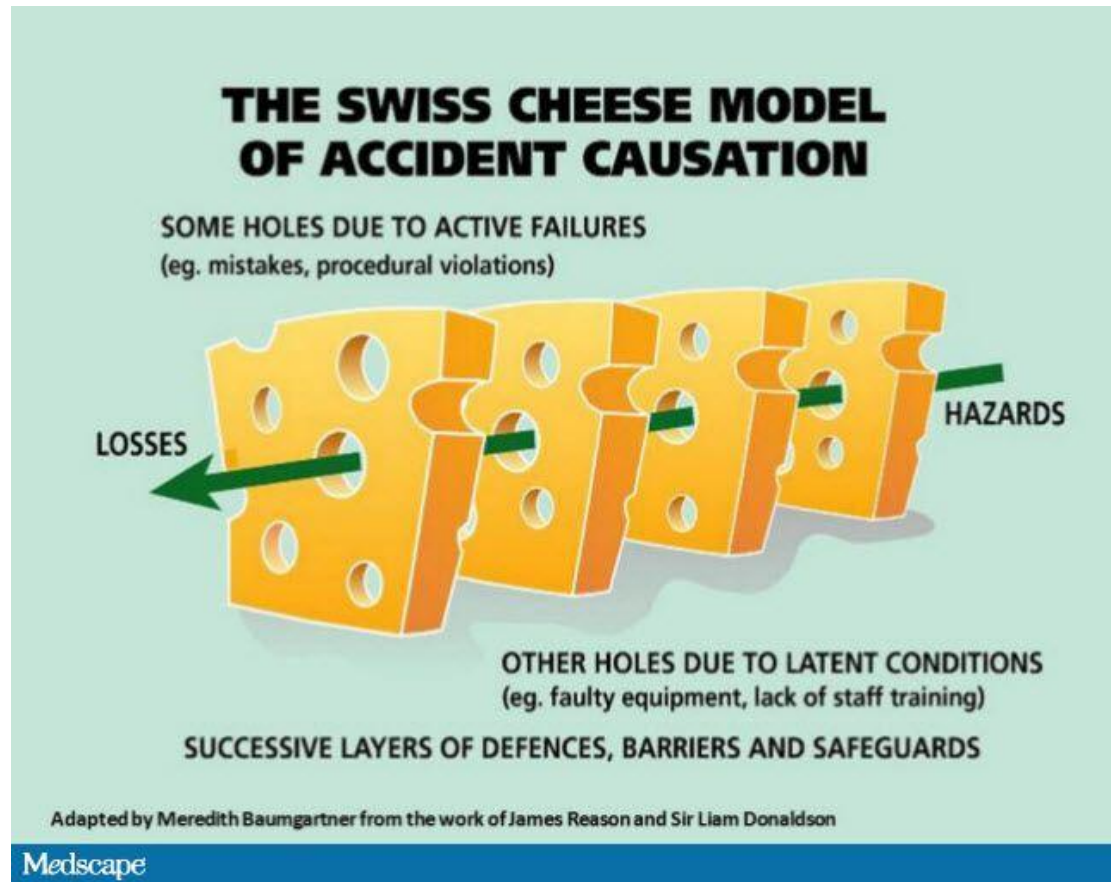
Rate attending

- 1) Greenlee – 33.15
- 2) Apache – 19.46
- 3) Gila – 13.19
- 4) La Paz – 9.84
- 5) Yavapai – 8.83
- 6) Coconino – 8.79
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- 13) Graham – 2.67
- 14) Maricopa – 2.59
- 15) Santa Cruz - 0

Put On Your Game Face



Look at Systems to Prevent Error



Build a Solution Based Culture



Image retrieved from: <http://blog.zombal.com/post/introducing-zombal-solutions-from-inspiration-to-collaboration>

Begin Grassroots Communication



Image retrieved from: <http://www.glxyinc.com/OurProducts/GrassrootsChurchMgmtSystem.aspx>

Build Relationships on Shared Values

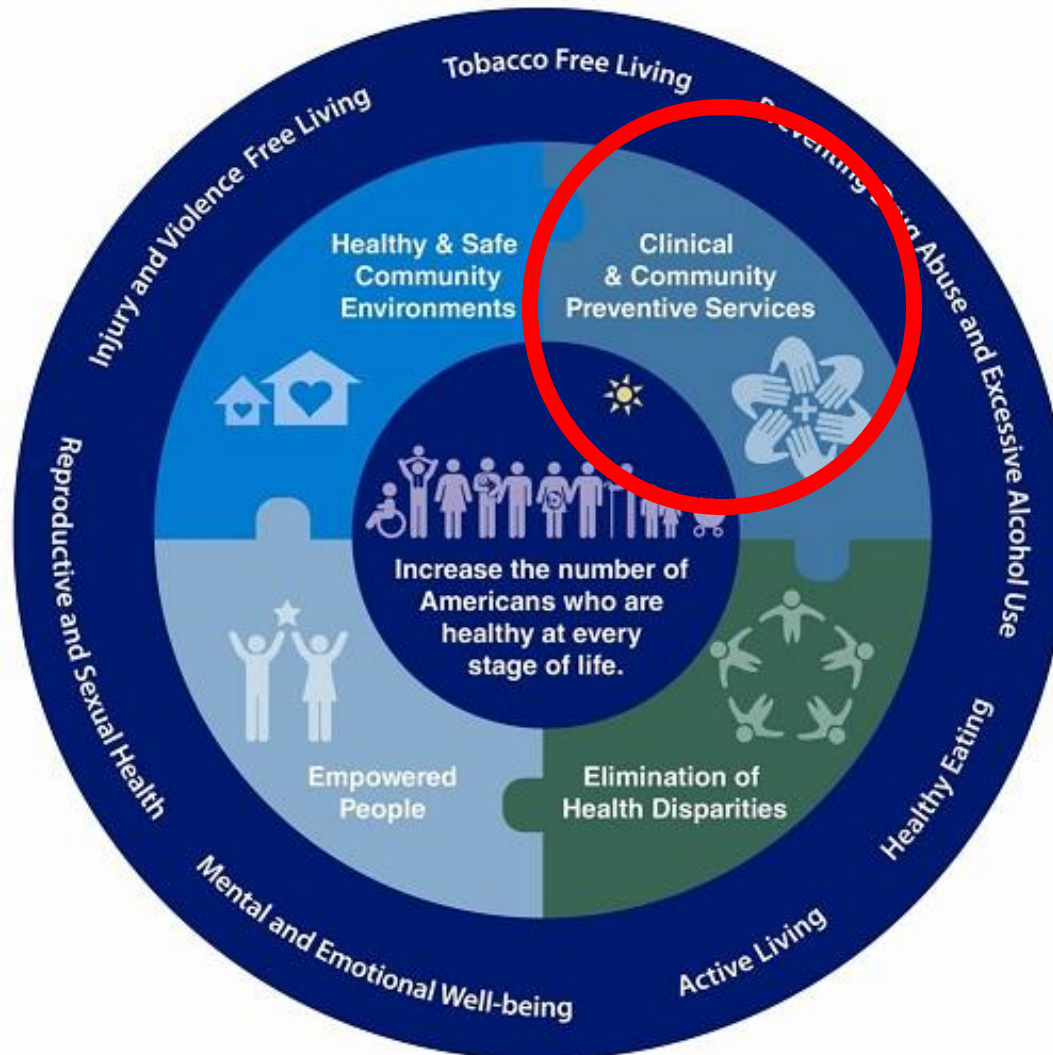


Images retrieved from Microsoft clipart online, Time Magazine, Baypath Elder Services, Jewish Family Services of Charlotte, The Seventeenth Dimension, FASSIT, UK

Affordable Care Act



National Prevention Strategy



National Prevention Strategy



National Prevention Strategy



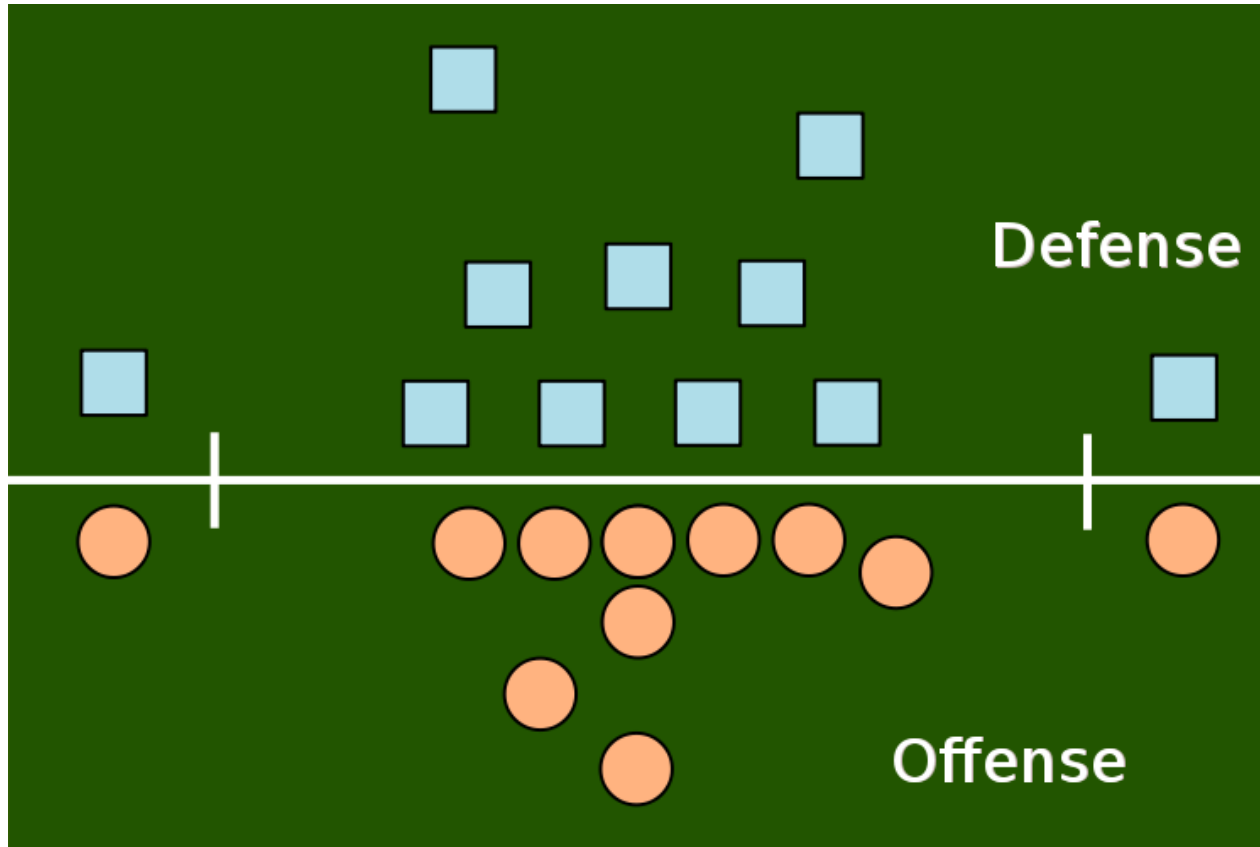
National Prevention Strategy



National Prevention Strategy



Front Line Defense



←
Prevention

←
Disease

Front Line Defense



What Strategy Will You
Take Home *AND* Play Out?

Thank you!

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Whyimmunize.org